



FEMA

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Media Advisory

NEW FIRE SAFETY CAMPAIGN KICKS OFF AUGUST 11; AIMS TO REDUCE HIGH RISK OF FIRE DEATH AMONG U.S. SENIORS

The Department of Homeland Security's Federal Emergency Management Agency (FEMA) will launch a **new fire safety campaign on August 11** to raise awareness of the high risk of home fire death for Americans ages 65 and older. By also reaching out to adults ages 50 and over who may be caring for older family members, FEMA and the U.S. Fire Administration, initiator of the campaign, aim to raise awareness about the increased risk and how to reduce it.

Nationally, adults ages 65 and older are three times as likely to die in a home fire as the rest of the U.S. population. **State data reports**, embargoed until August 11, outline risks of home fire deaths for the 65-plus population over a 10-year period. The report shows the national risk for people ages 50 to 64, and details the state-by-state rates for high-risk age groups: 65 to 74-year-olds, 75 to 84-year-olds, and adults 85 and older.

To arrange an **interview with a spokesperson**, to request an **electronic copy of the embargoed news release and data report** on risk of fire death for people age 50 and older in your state, or to redirect this media advisory, please call a contact listed above, or complete the form below and fax it to: 202-842-4032.

A Fire Safety Campaign for People 50-Plus

NAME _____ ORGANIZATION _____

CITY & STATE _____

PHONE _____ E-MAIL _____

MESSAGE _____

On March 1, 2003, FEMA became part of the U.S. Department of Homeland Security. FEMA's continuing mission within the new department is to lead the effort to prepare the nation for all hazards and effectively manage federal response and recovery efforts following any national incident. FEMA also initiates proactive mitigation activities, trains first responders, administers the National Flood Insurance Program and operates the U.S. Fire Administration.